

# **OLED Lighting: Companies, Products and Strategies - 2012**

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## **Abstracts**

### **Summary**

This NanoMarkets report will be essential reading for marketers, corporate planners, investors and others, who need to understand the inner workings of the leading OLED lighting firms. It will help identify the likely winners and losers in the emerging OLED lighting space and will also provide a perspective on the activities of the active OLED lighting firms told from NanoMarkets' insider perspective

This report provides an in-depth analysis of the product, market and manufacturing strategies of all the current major players in the OLED lighting space. Included in the coverage of this report are both OLED lighting panel and luminaire makers. We have also added a section that shows the main trends in the evolution of the OLED industry that are revealed by our analysis. These trends cover both supply chain and product design issues.

The comprehensive coverage of the OLED lighting industry provided in this report sets out how NanoMarkets sees the leading OLED lighting firms evolving and We comment on current product ranges and suggest how these will evolve in the future at each of the OLED lighting firms included. And we also examine how these firms are building alliances with other firms in the supply chain and where that might lead them.

In addition, we look at each OLED lighting supplier's manufacturing strategy and technology evolution. This analysis takes into the consideration the many new manufacturing plants that are being built around the world to produce OLED lighting and how the various approaches to manufacturing that have been proposed for OLED lighting are shaping up in the real world.

Firms included in this report include the largest lighting and electronics firms – such as Philips and LG – that are pouring financial and marketing resources into OLED lighting and who clearly expect large revenues to result from their activities over the next five years. It also includes luminaire firms that plan to take OLED lighting to the next stage, beyond the luxury lighting and designer kits to mid-range luminaires designed for office and professional lighting.

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